

WHAT IS CLAIMED IS:

1. A content distribution system comprising at least one content reception apparatus receiving and reproducing distributed content and a content distribution apparatus distributing said content, wherein said content distribution apparatus distributes a continuation signal
5 for enabling said content to be reproduced continuously, and said content reception apparatus is unable to reproduce said content while said content reception apparatus is unable to receive said continuation signal.

2. A content reception apparatus receiving and reproducing content, wherein said content reception apparatus is unable to reproduce said received content while said content reception apparatus is unable to receive
5 a continuation signal for enabling said content to be reproduced continuously.

3. The content reception apparatus according to claim 2, wherein said received content is reproduced according to reproduction procedure information indicating a procedure for reproducing said content.

4. The content reception apparatus according to claim 3, wherein said reproduction procedure information is received together with said content.

5. The content reception apparatus according to claim 2, wherein said continuation signal can be received within a predetermined area.

6. The content reception apparatus according to claim 2, wherein said content reception apparatus comprises information presentation means for receiving and presenting content-specifying information specifying respective types of said content, and
5 said content which is designated based on said content-specifying

information presented by said information presentation means is requested and received.

7. The content reception apparatus according to claim 6, wherein, when the number of said contents which can be distributed is predetermined for each of said types, said content-specifying information is updated based on type of said content received by said content reception apparatus.

8. The content reception apparatus according to claim 2, wherein said content reception apparatus further comprises means for returning said received content to a distributor.

9. The content reception apparatus according to claim 8, wherein said content-specifying information is updated based on type of said content returned by said content reception apparatus to said distributor.

10. A content distribution apparatus comprising:
content distribution means for distributing content; and
continuation signal distribution means for distributing a
continuation signal for enabling said content to be reproduced continuously
by a receiver of said distributed content.

11. The content distribution apparatus according to claim 10, wherein said content distribution apparatus further comprises means for managing the number of said distributed contents.

12. The content distribution apparatus according to claim 10, wherein said content distribution apparatus distributes reproduction procedure information indicating a procedure for reproducing said content.

13. The content distribution apparatus according to claim 10, wherein said continuation signal is distributed within a predetermined area.

14. The content distribution apparatus according to claim 10, wherein said continuation signal is distributed by means of broadcasting.

15. The content distribution apparatus according to claim 10, wherein said content is distributed by means of broadcasting.

16. The content distribution apparatus according to claim 10, wherein, when said content distribution apparatus receives an acquisition request for acquiring said content as desired, said content distribution apparatus distributes said desired content to a source of said request.

17. A content reception method comprising the steps of:
receiving content; and
reproducing said content received in said receiving step, wherein
reproduction of said received content is impossible in said content
5 reproducing step while reception of a continuation signal for enabling said
content to be reproduced continuously is impossible.

18. A content distribution method comprising the steps of:
distributing content; and
distributing a continuation signal for enabling said content to be
reproduced continuously by a receiver of said distributed content.

19. A machine-readable recording medium having a content
reception program recorded thereon for a computer to execute a content
reception method for receiving content, wherein
said content reception method includes the steps of
5 receiving said content and
reproducing said content received in said receiving step, and
reproduction of said received content is impossible in said content
reproducing step while reception of a continuation signal for enabling said
content to be reproduced continuously is impossible.

20. A machine-readable recording medium having a content distribution program recorded thereon for a computer to execute a content distribution method for distributing content, wherein
said content distribution method includes the steps of
5 distributing said content and
distributing a continuation signal for enabling said content to be reproduced continuously by a receiver of said content distributed in said distributing step.

21. A program product for a computer to execute a content reception method for receiving content, wherein
said content reception method includes the steps of
receiving said content and
5 reproducing said content received in said receiving step, and
reproduction of said received content is impossible in said content reproducing step while reception of a continuation signal for enabling said content to be reproduced continuously is impossible.

22. A program product for a computer to execute a content distribution method for distributing content, wherein
said content distribution method includes the steps of
distributing said content and
5 distributing a continuation signal for enabling said content to be reproduced continuously by a receiver of said content distributed in said distributing step.

23. A content distribution system comprising at least one content reception apparatus receiving and reproducing distributed content and a content distribution apparatus distributing said content, wherein
said content distribution apparatus distributes a continuation signal
5 for enabling said content to be reproduced continuously, and said content reception apparatus can reproduce said content while said content reception apparatus can receive said continuation signal.

24. A content reception apparatus receiving and reproducing content, wherein

said content reception apparatus can reproduce said received content while said content reception apparatus can receive a continuation signal for enabling said content to be reproduced continuously.

5